

iDashes.net Application Architecture

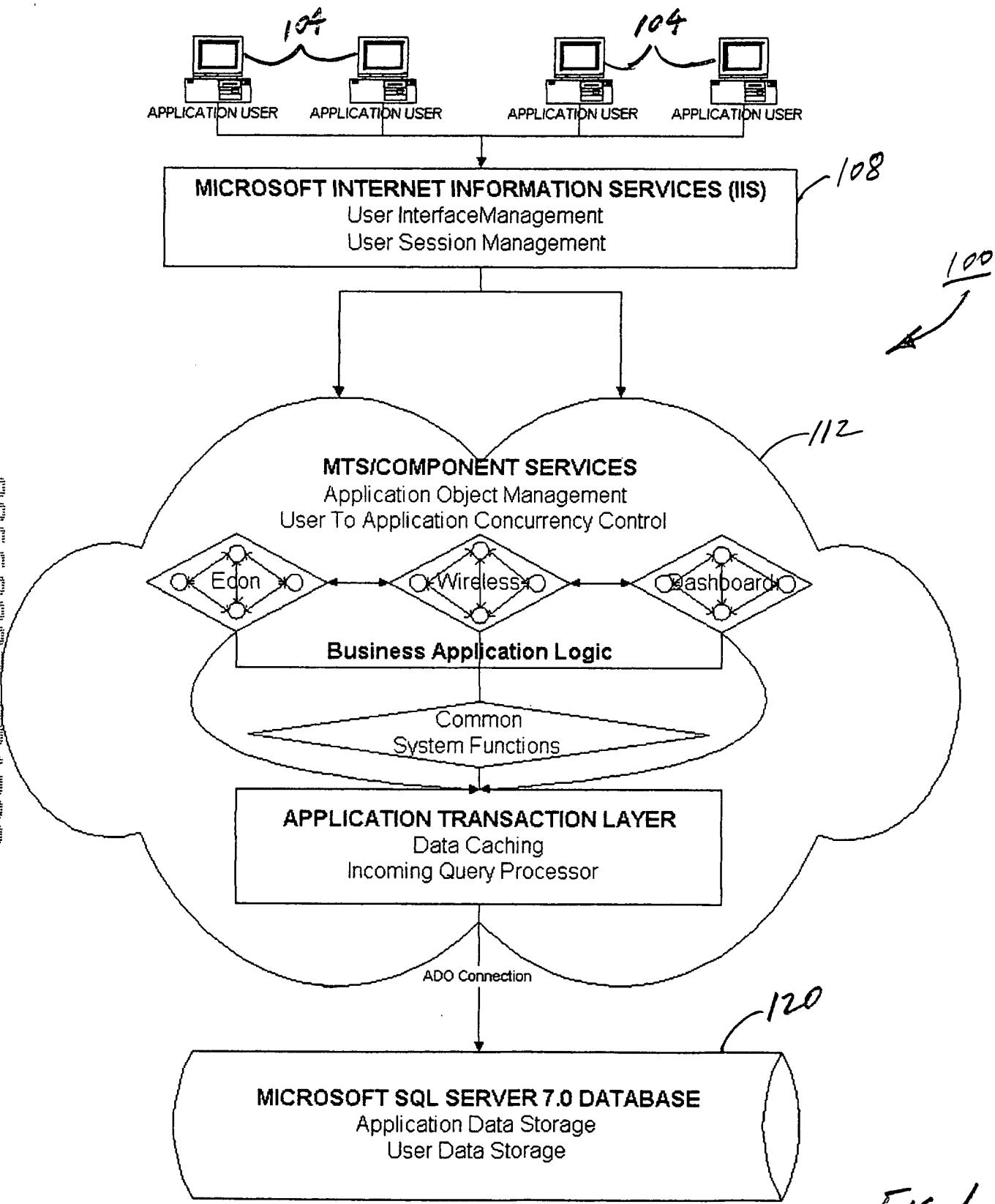
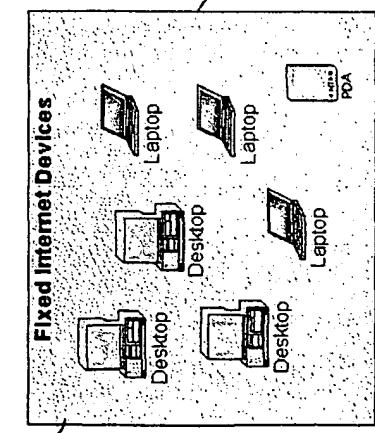


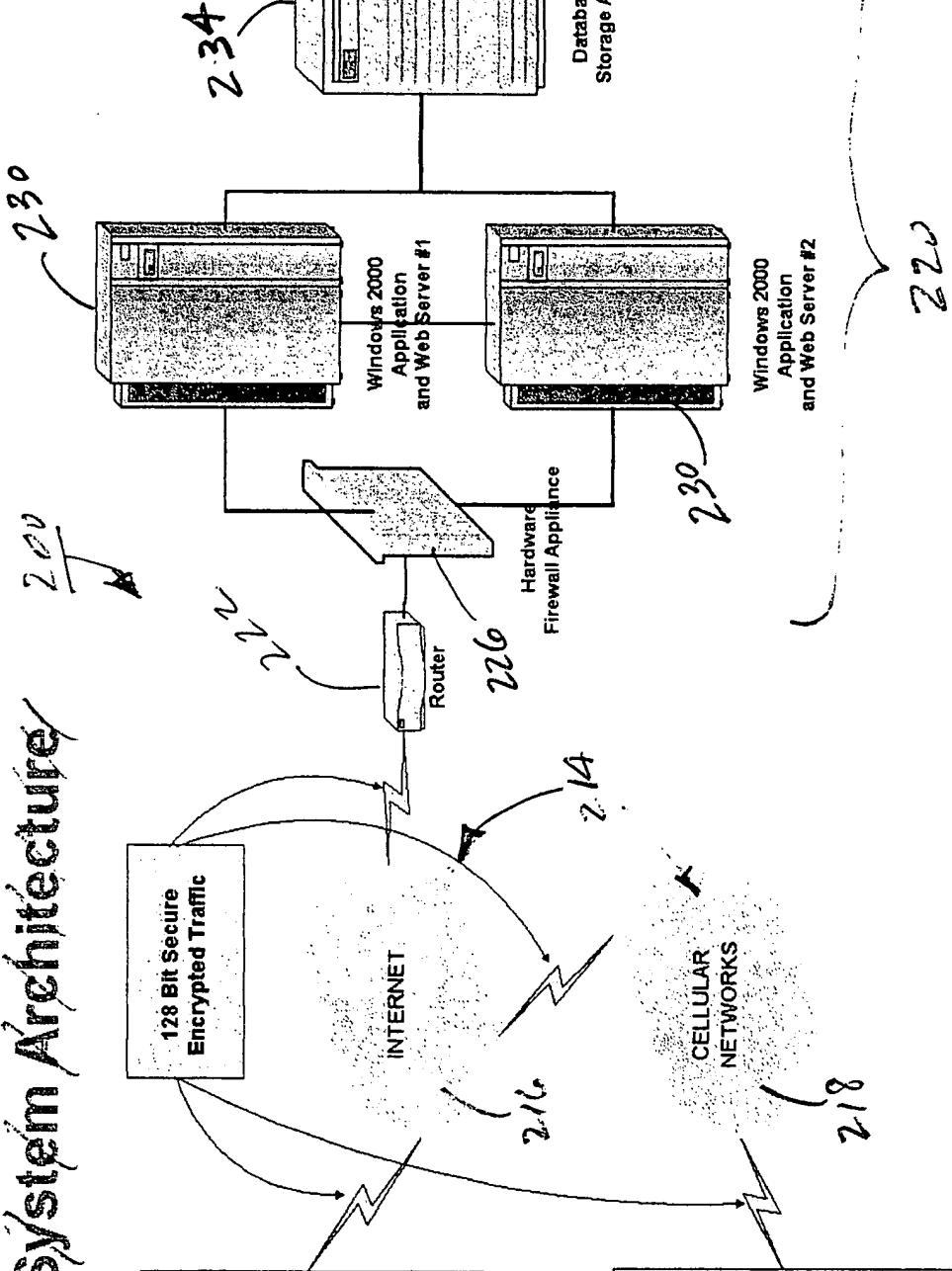
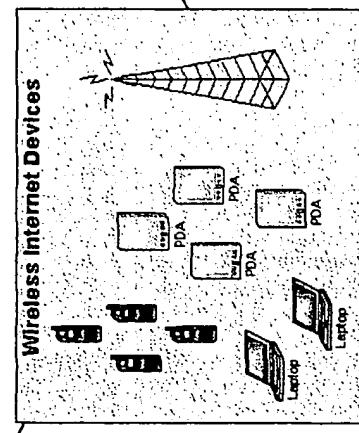
FIG. 1

iDashes.net System Architecture

200



CUSTOMER CLIENT MACHINES



iDashes.net

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c:\Documents and Settings\frank\My Documents\iDashes.net\Project\iDashes.net\Diagram\iDashes.net System Architecture

Fig. 2

310

iDashes.net
Multimedia
Opening Page

312

iDashes.net
Home Page

Main Customer Page
Navigation
Customer Specific customization Main Page
Browser and Wireless Interfaces

322

Customer Login
Existing Customer

318

358 370 376

Dashes
Customer specific depending upon contract

ProjectDash
ExecDash

330 332

Utilities:

Data Upload
Software Downloads
Mobile Users Set-up
Customer User Access

Customer Account
Data and Maintenance

Graphics Utilities,
Libraries and Graphic Selection

Customer Service
Help Desk

Contact List

FAQ's

Manual Data Entry

Troubleshooting

StrategyDash
Top-level Graphics

ExecDash
Drill down

ProjectDash
Drill down

ViewMap

"Ask iDashes"
Submit questions concerning data interpretation

Reports

344

340

342

Bulletin Boards
and News Groups
for small and medium size businesses

Comments and Suggestions

360

364

378

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iDashes.net

Documents and settings for each project

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Page 2 of 9

F16.3

iDashes.net

Preliminary Web Site Overview

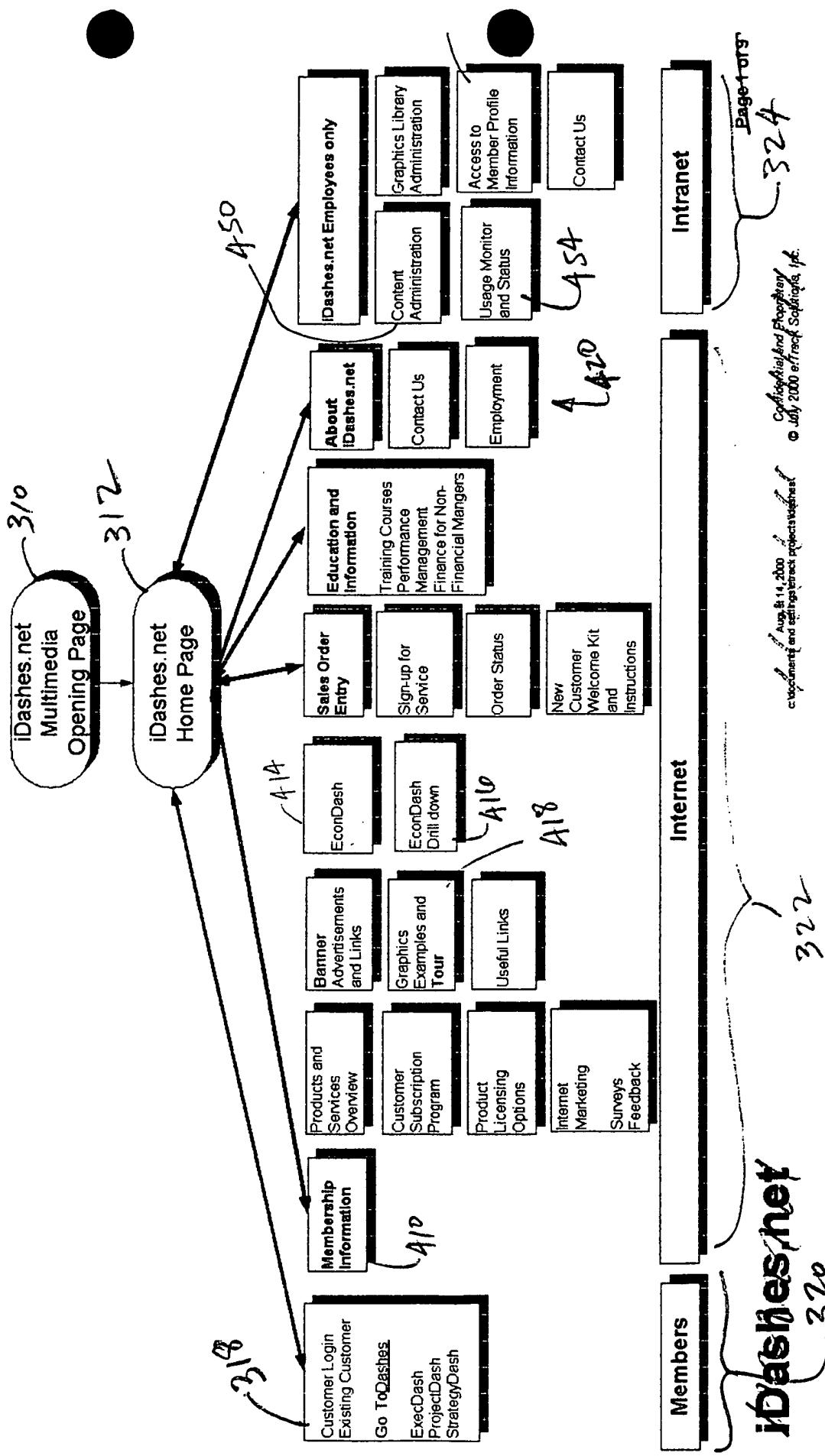
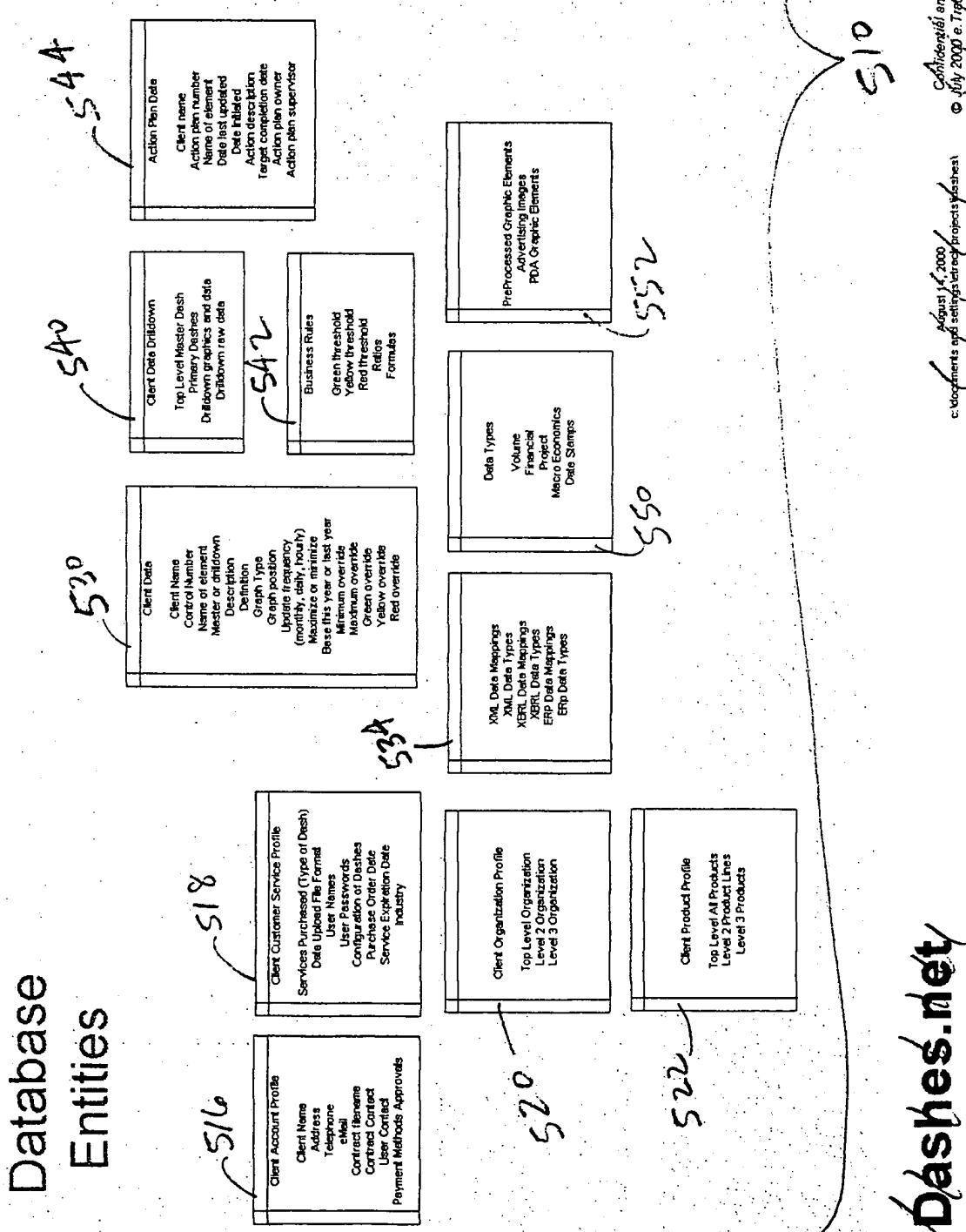


Fig. 4

Database Entities

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iDashboards.net

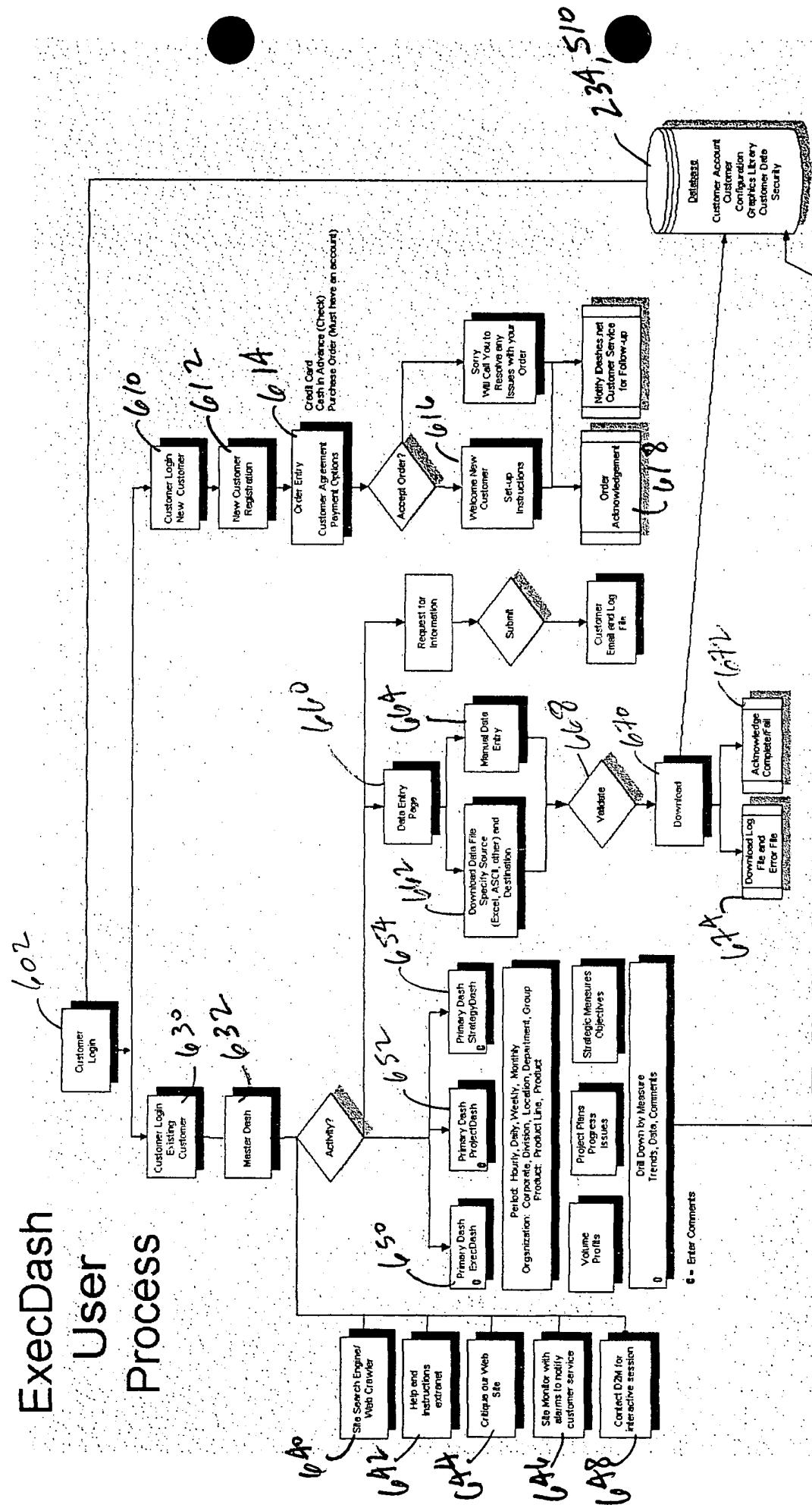
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F16.5

ExecDash

User Process



iDashes.net

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Page 3 of 9

F 16.

Dash Heirarchical Structure

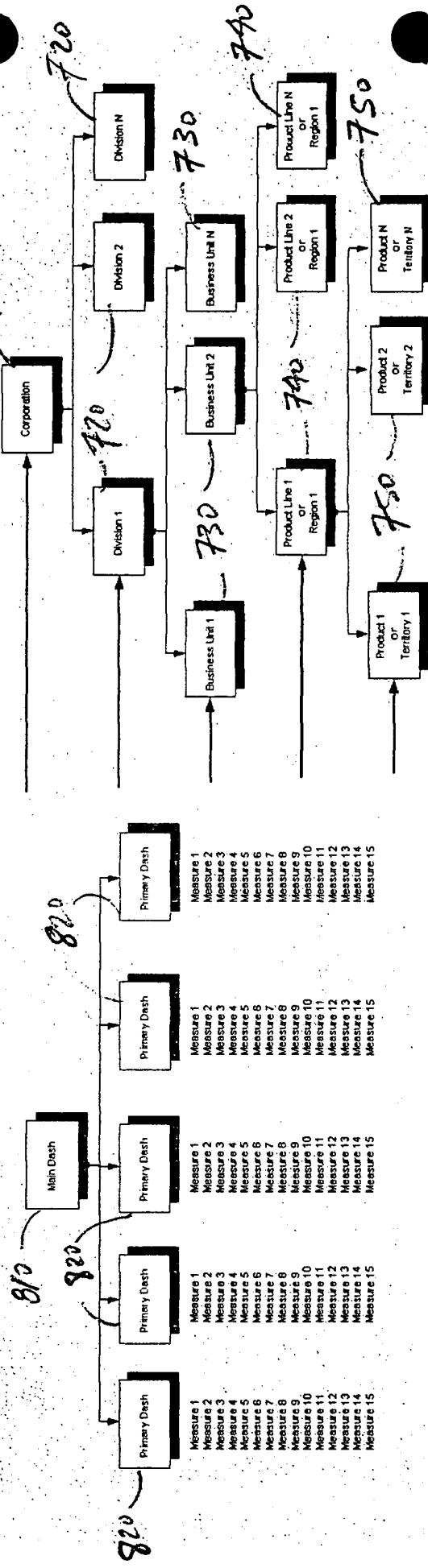
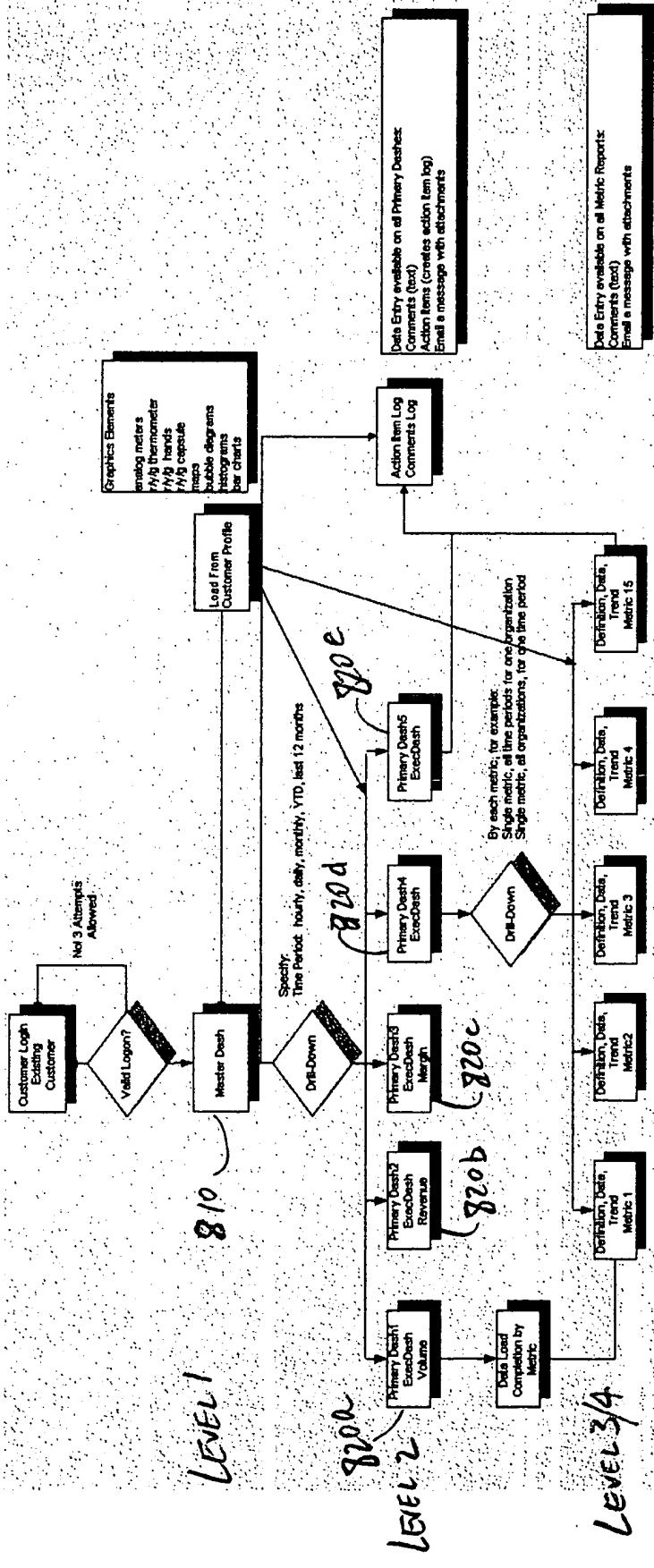


FIG. 8

iDashboards.net

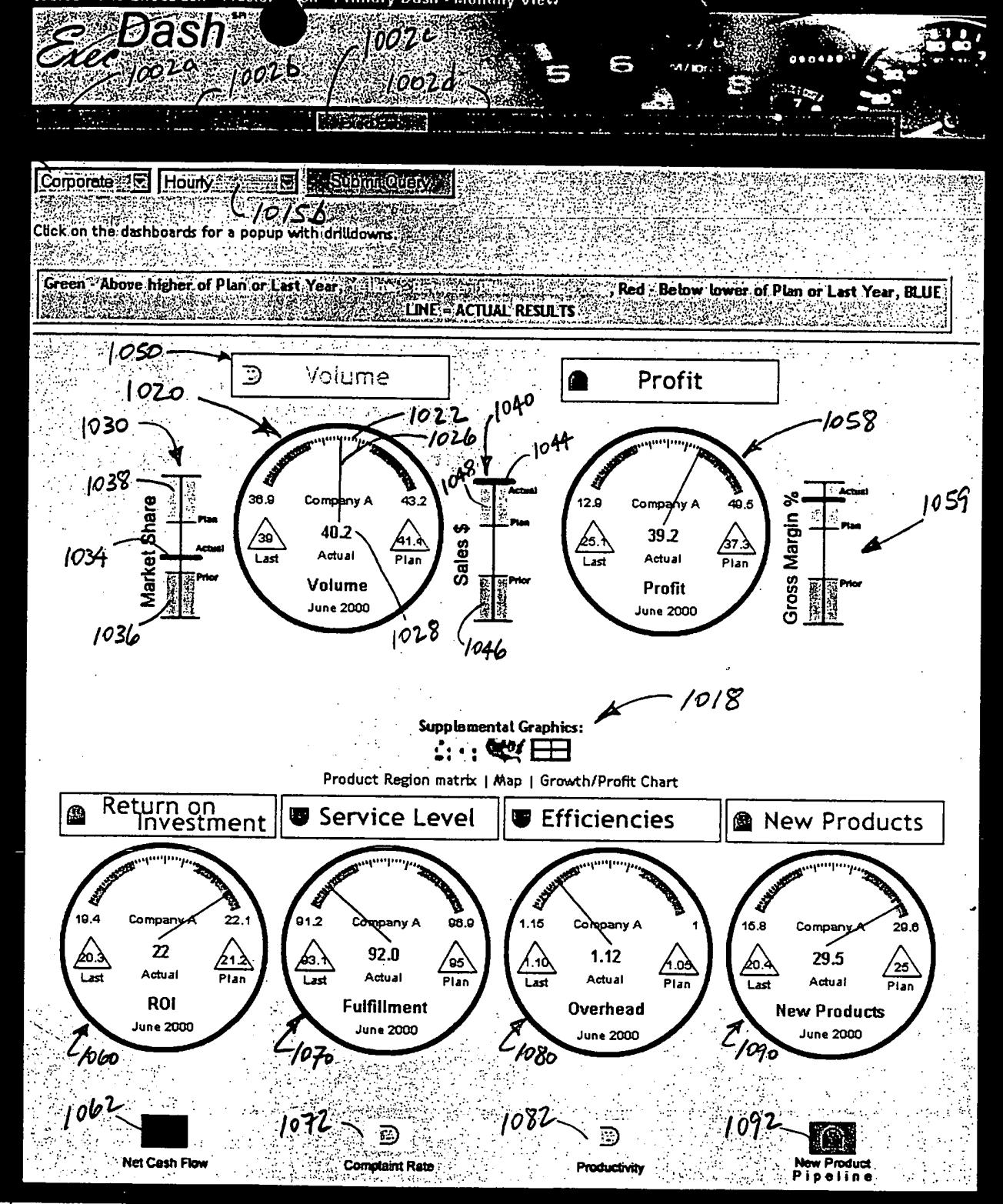
August 14, 2000
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ABC Corporation
Key Performance Indicators
May 2000

	<u>Actual</u>	<u>Plan</u>	<u>Variance</u>	<u>Last Year</u>	<u>Variance</u>
<u>VOLUME</u>					
Market Share	39.9%	41.3%	-1.4%	39.1%	0.8%
Unit volume	40,235	41,391	(1,156)	39,010	1,225
Sales	\$442,585	\$413,910	\$28,675	\$390,100	\$52,485
<u>PROFIT</u>					
Gross Margin Percent	54.0%	51.6%	2.4%	51.2%	2.8%
Operating Profit Dollars	\$39,157	\$37,252	\$1,905	\$35,109	\$4,048
<u>CASH FLOW/ROI</u>					
Net Cash Flow	\$12,350	\$15,089	(\$2,739)	\$16,732	(\$4,382)
Return on Investment	22.0%	21.2%	0.8%	20.3%	1.7%
<u>SERVICE LEVELS</u>					
Order Fulfillment	91.2%	95.0%	-3.8%	93.1%	-1.9%
Complaint Rate	1.62	1.44	0.18	1.61	0.01
<u>EFFICIENCIES</u>					
Productivity	24.98	21.93	3.05	20.87	4.11
Overhead cost per unit	\$1.12	\$1.05	(\$0.07)	\$1.10	(\$0.02)
<u>NEW PRODUCTS</u>					
New Product Volume - % Total	29.5%	25.0%	4.5%	20.4%	9.1%
Product Pipeline NPV	4,921	4,500	421	3,964	957

Fig. 9



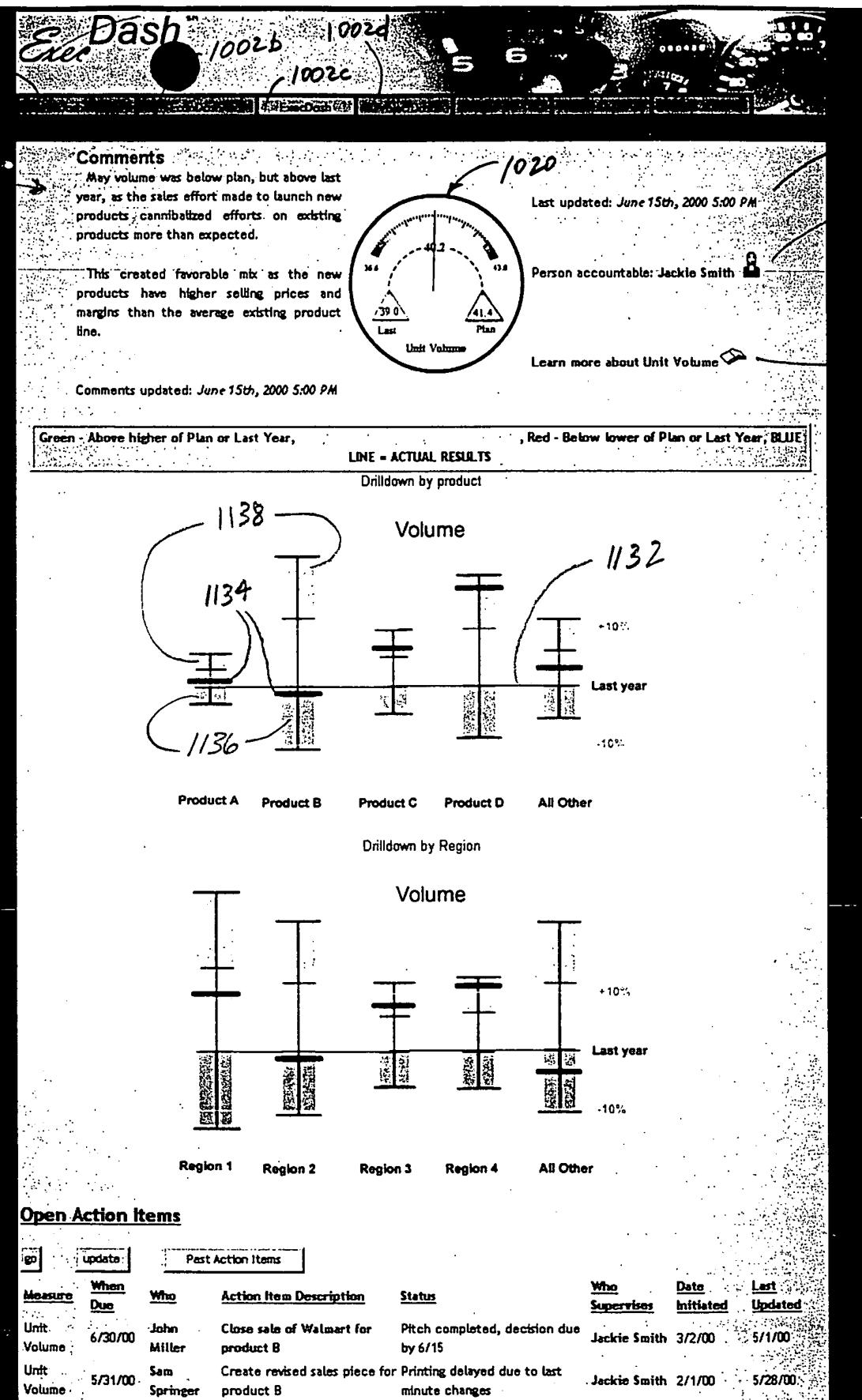


FIG. 11



Comments:

May volume was below plan, but above last year, as the sales effort made to launch new products cannibalized efforts on existing products more than expected.

This created favorable mix, as the new products have higher selling prices and margins than the average existing product line.

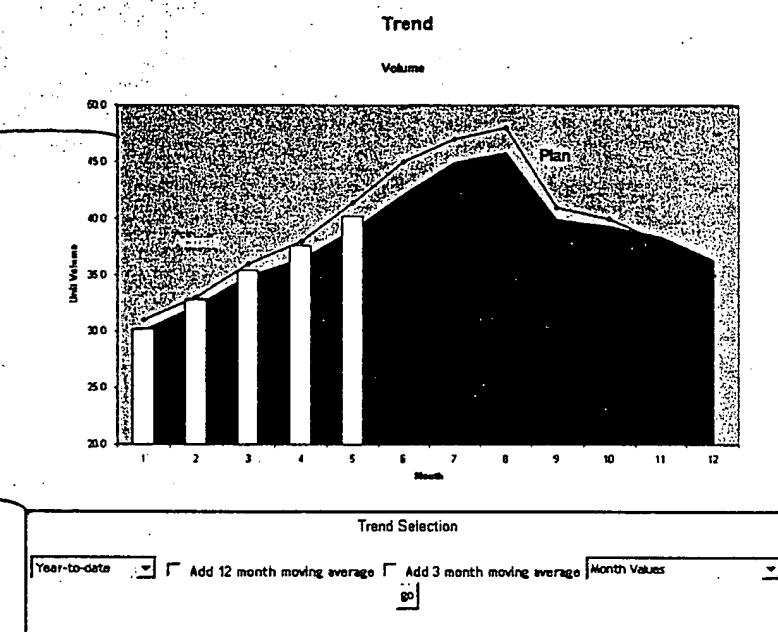
Comments updated: June 15th, 2000 5:00 PM

Definition

UNIT VOLUME represent physical cases for branded case products sold. Excludes specialty items and bulk sales. Includes export sales volumes. Includes only products shipped to customers during the period.

1120

1212



1220

1226

Open Action Items

Measure	When Due	Who	Action Item Description	Status	Who Supervises	Date Initiated	Last Updated
Unit Volume	6/30/00	John Miller	Close sale of Walmart for product B	Pitch completed, decision due by 6/15	Jackie Smith	3/2/00	5/1/00
Unit Volume	5/31/00	Sam Springer	Create revised sales piece for product B	Printing delayed due to last minute changes	Jackie Smith	2/1/00	5/28/00

Data

Unit Volume	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YTD
Last Year	30.1	32.2	34.9	36.4	39.0	42.1	44.9	45.8	39.9	39.3	38.4	36.3	459.3	172.6
Plan	31.0	33.0	36.0	38.0	41.4	45.0	47.0	48.0	41.0	40.0	38.0	35.0	473.4	179.4
Actual	30.2	32.8	35.4	37.6	40.2	43.8	46.5	47.5	41.5	40.5	38.5	35.5	176.2	176.2

Variance to Plan (0.8) (0.2) (0.6) (0.4) (1.2)

YTD variance (0.8) (1.0) (1.6) (2.0) (3.2)

% Variance to Last Year 0.3% 1.9% 1.4% 3.3% 3.1%

YTD % Variance 0.3% 1.1% 1.2% 1.8% 2.1%

1160

1230

FIG. 12

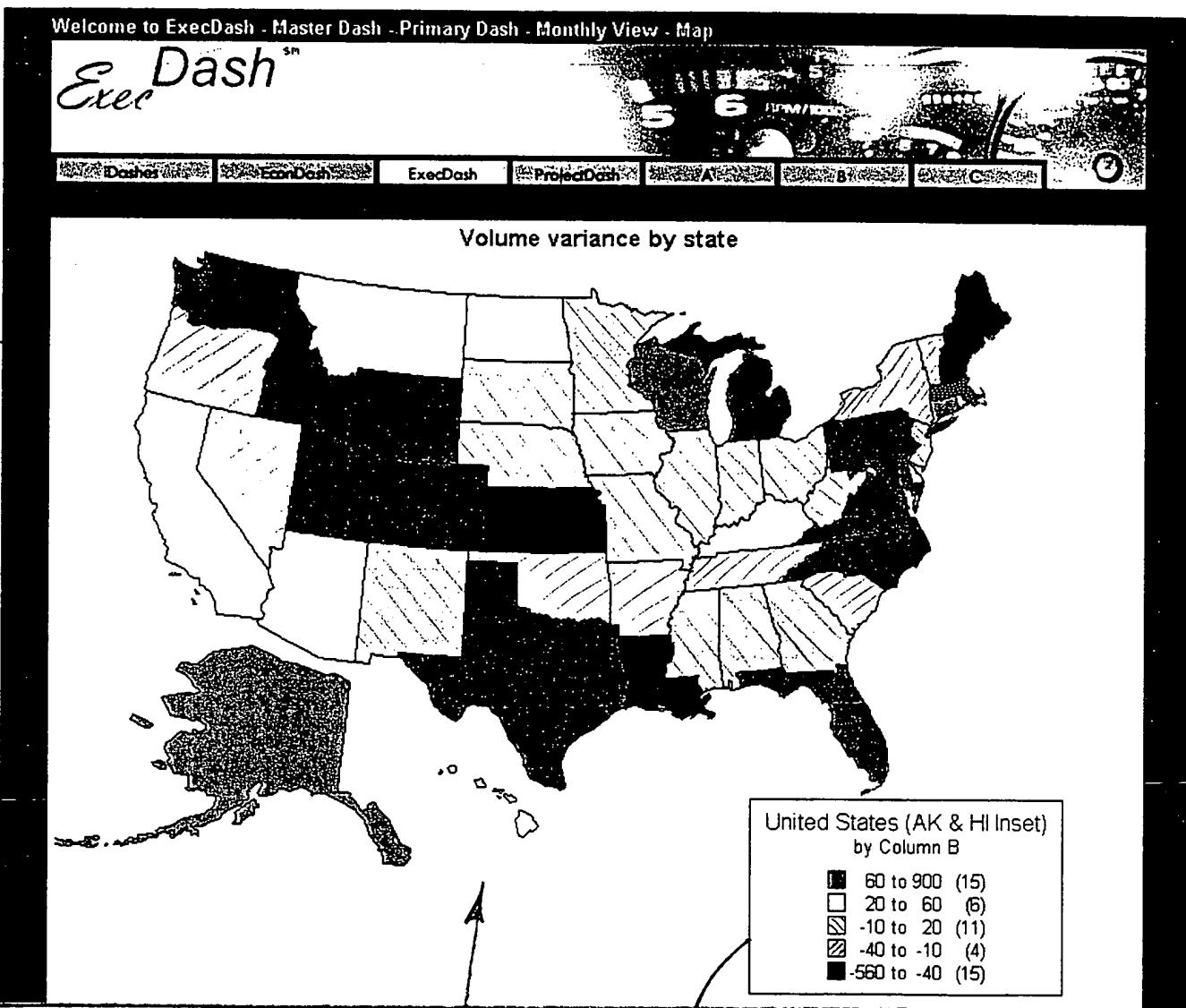


Fig. 13

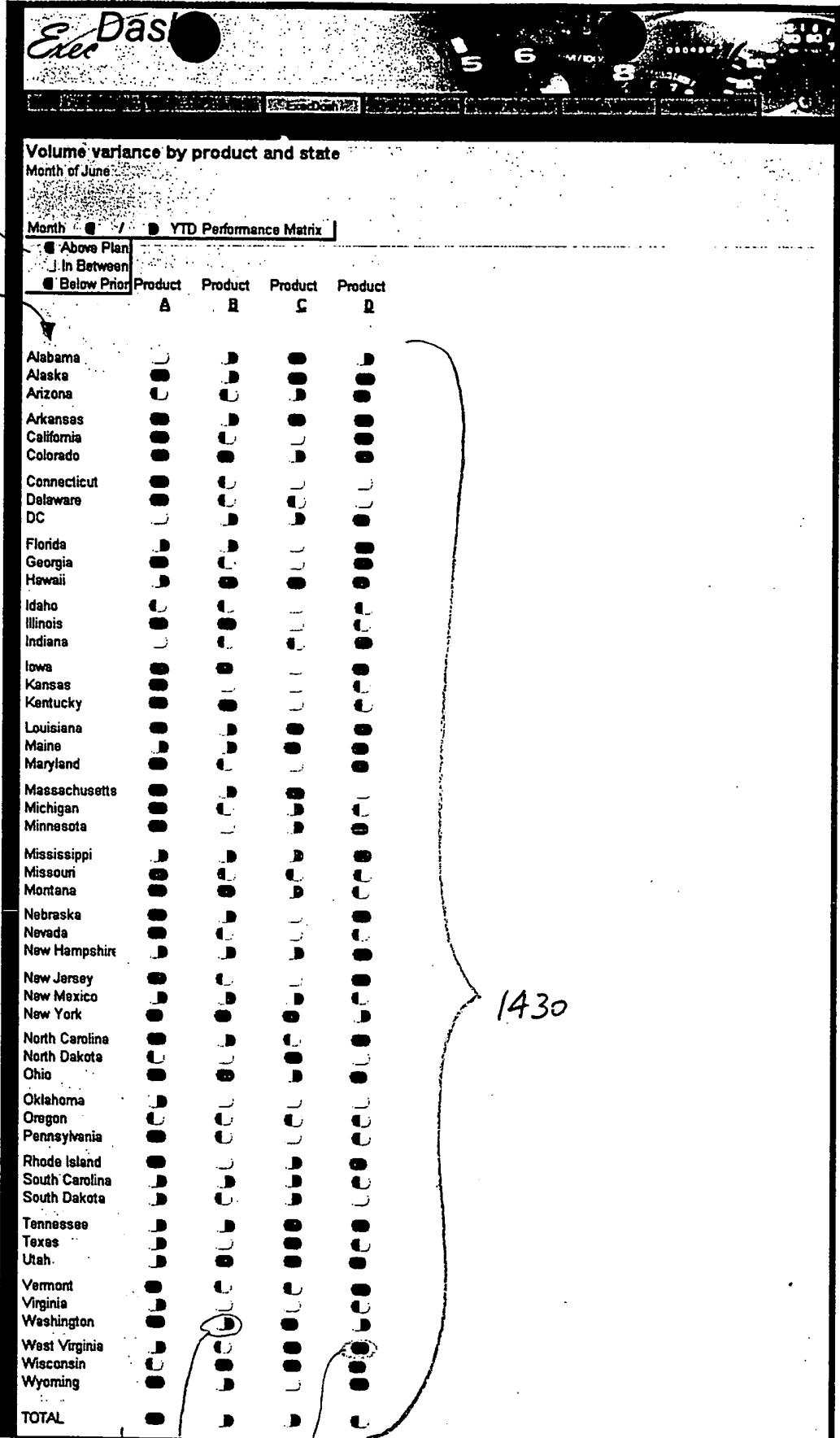


FIG. 14

Welcome to ExecDash - Master Dash

ExecDashSM

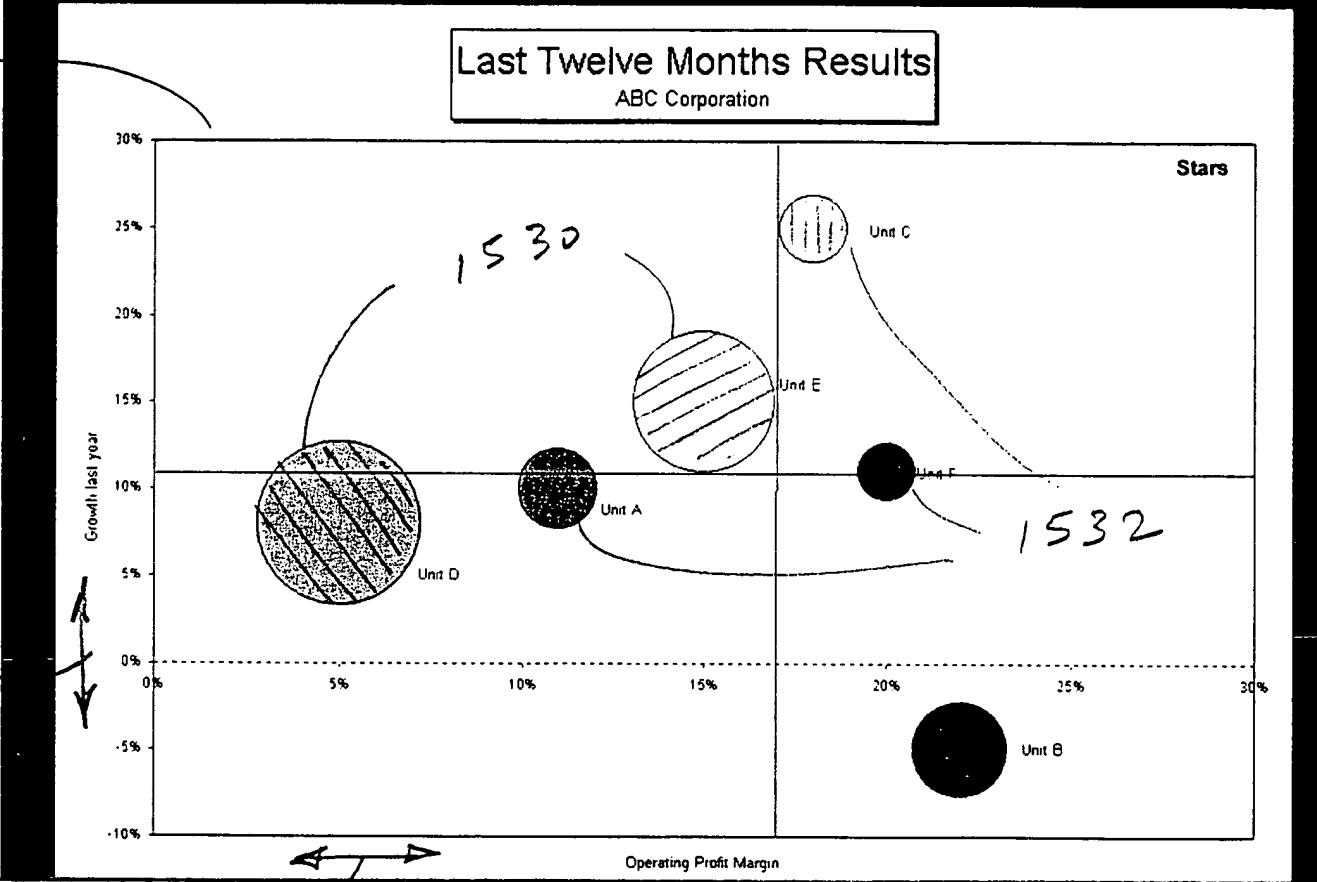


FIG. 15



Corporate

Submit Query

President's message

The message from your president of ABC Corporation

We are having an excellent year. Our new product portfolio, including Product D launched several years ago, continues to drive our profit margins and return on investment higher. But we must also focus on the basics! Our order fulfillment and internal efficiencies are just not acceptable. We must get inventory back under control.

posted: June 21, 2000

ABC Corporation Hourly View ExecDash	ABC Corporation Daily View ExecDash	ABC Corporation Monthly View ExecDash	ABC Corporation Year to Date View ExecDash	ABC Corporation Last 12 Months View ExecDash
Sales	Sales	Sales	Sales	Sales
Service	Profit	Profit	Profit	Profit
Efficiency	Service	Return on Invest	Return on Invest	Return on Invest
New Products	Efficiency	Service	Efficiency	Service
New Products	New Products	New Products	New Products	New Products
Status as of: 2:00pm June 20th, 2000	5:00pm June 10th, 2000	1:00pm May 29th, 2000	3:00pm May 18th, 2000	10:00am May 10th, 2000
Percent Complete 80%	95%	98%	90%	100%

All Open Action Items

Mission/Vision:

ABC Corporations mission is to deliver innovative products to fill unmet needs in the growing widget market areas. Our vision is to be the most profitable industry player with market share in the top 3, known as a leader in developing new applications for widgets while delivering high quality service.

Mission/Vision:Long-term Objectives:

- Create a world class consumer research capability to develop new ideas annually that will generate new products amounting to 30% of sales
- Ensure high customer service levels, better than other industry participants.
- Ensure year over year double digit growth in volume and profit
- Achieve return on investment goals in top quartile of industry.

Full Strategic Analysis

Key Competitor bulletin boards:

Competitor 1
Competitor 2
Competitor 3
Competitor 4
Competitor 5
Competitor 6
Competitor 7

Fig. 16

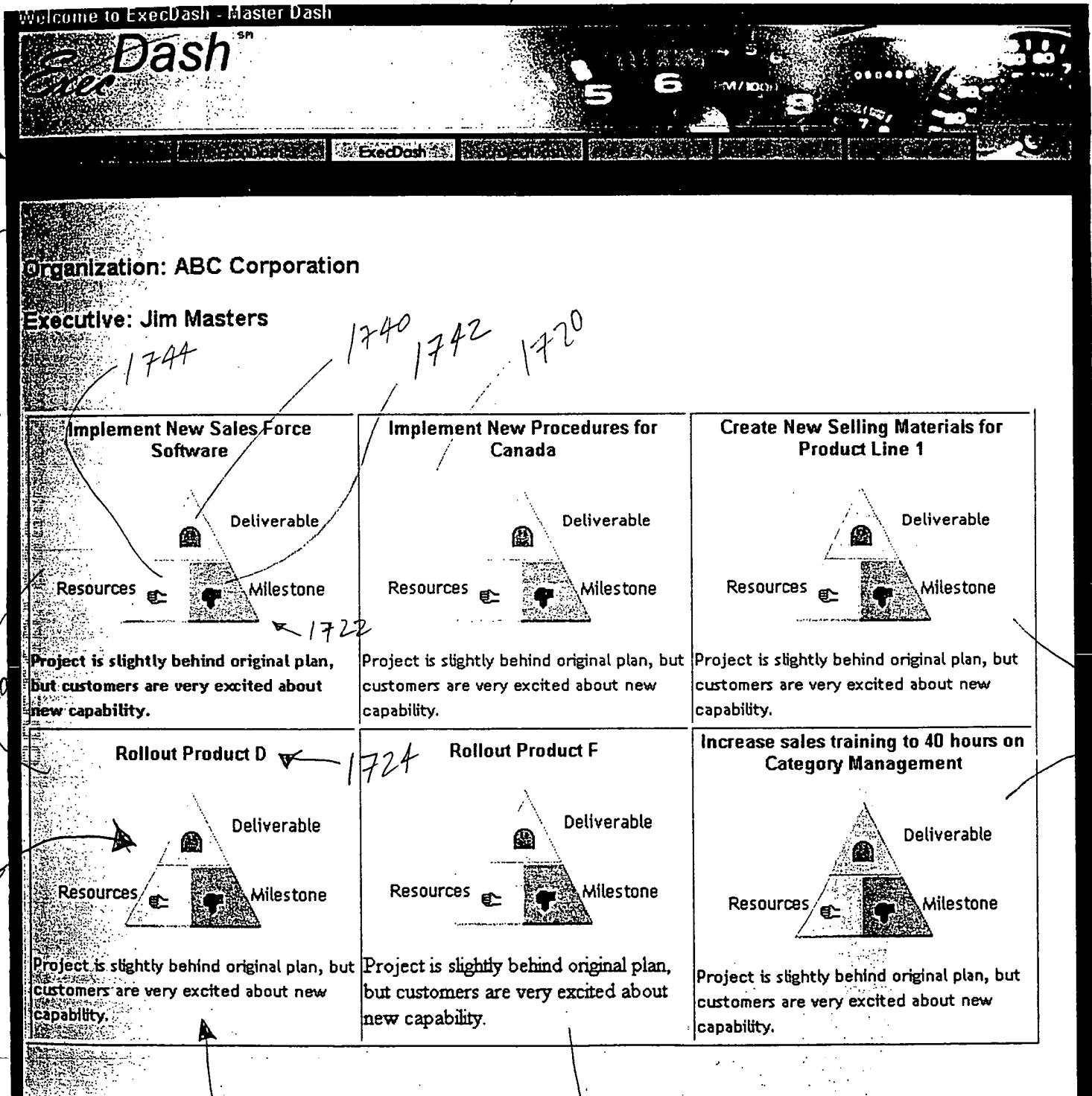


FIG. 17

Project Title: Implement New Sales Force Software

Organization: ABC Corporation

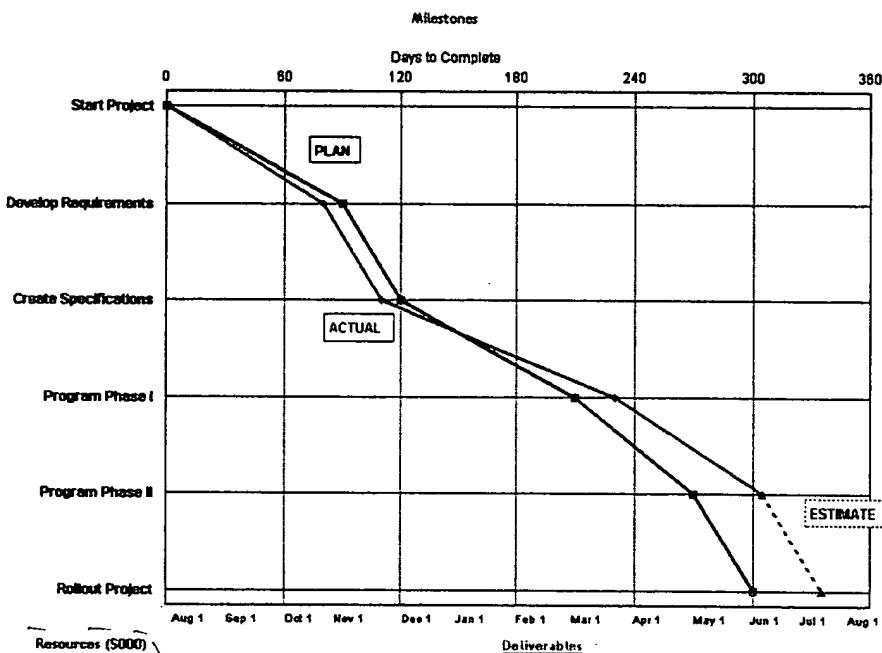
Status:

Project is slightly behind original plan, but
customers are very excited about new capability.

Manager: Jim Masters
email: jim.masters@abccorp.com
Phone: (215) 123-4567

Date updated: June 5, 2000

Date Initiated: June 15, 1999



Resources (\$000)

Over-Spend Estimated \$1,700
Over-Spend Estimated \$1,600
Spent to-date \$1,005

Deliverables

Status/Result

Interim Survey

1. Reduction of administrative time for sales force from 30% to less than 15%
Sales force feedback from testing appears to exceed goal - reduction of 67% to 10% administrative time

2. Increase in operating efficiency by sales force administrative staff, minimum 2 FTE
Savings on target

3. Improved analysis on real-time basis of sales visit data by sales management
Sales management very excited by testing, feels it will materially improve ability to manage, exceeding initial expectations

4. Immediate data available for customer query via web to improve customer satisfaction
Initial customer feedback extremely positive

1832 → 1840

1830 → 1860

Current Estimate within 10% of original Plan

Final survey to be taken in September, interim survey completed May 25th

Significant Open Issues and Potential Project Risks

Contract negotiations continue to be slow due to last minute customer modifications.

Who

Freeze contract negotiations
Ensure sufficient contract for contract duration from current forecast

When

June 1
June 1

1850

Open Action Items

Key Links - Project Plans

Latest Microsoft Project Plan

Key Links - Resources

Detail spending estimates vs. Plan (excel)

Key Links - Minutes/Qualitative

Latest steering team minutes

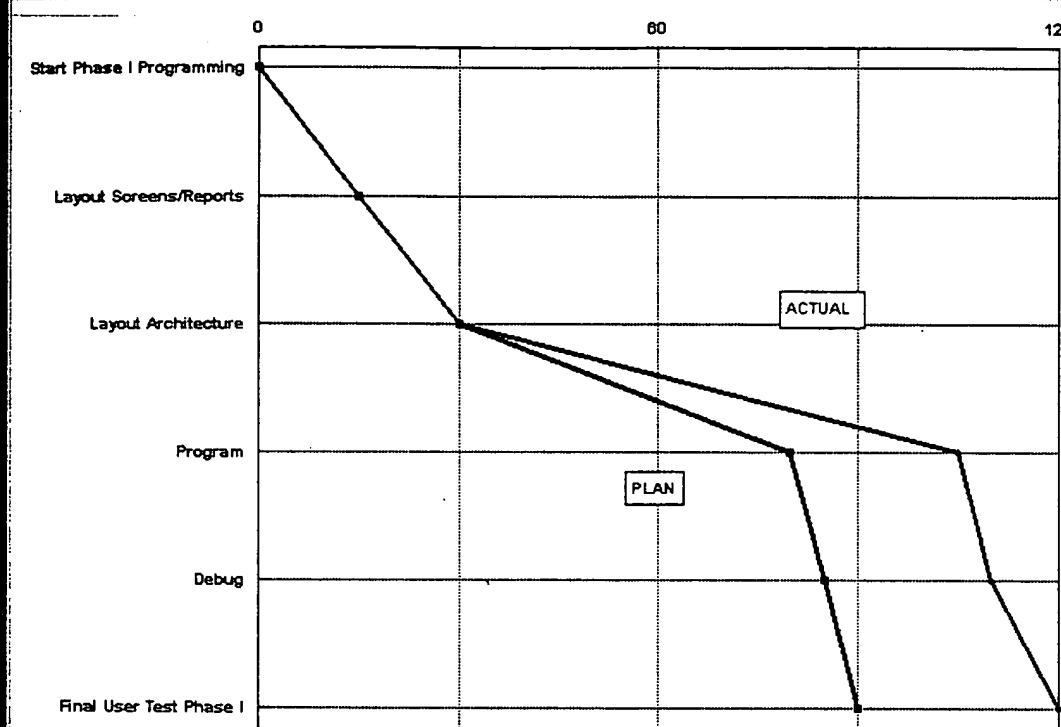
Latest working team minutes

F16.18

Project Title: Implement New Sales Force Software

Project Milestone: Programming Phase I

Organization: ABC Corporation



This Milestone Phase:

Category	Plan Days	Actual Days	Variance	Plan Date	Actual Date	Last Forecast Date
Layout/Screens/Reports						
Layout/Architecture						
Program						
Debug						
Final User Test						
Program Phase I Total						

Total Project Recap:

Category	Plan Days	Actual Days	Variance	Plan Date	Actual Date	Last Forecast Date
Develop Requirements						
Create Specifications						
Program Phase II						
Program Phase II Total						
Rollout Project						
Total Project						

1932

FIG. 19

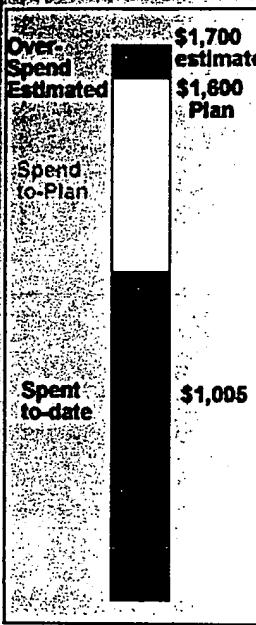
Dash

Executive Dashboard

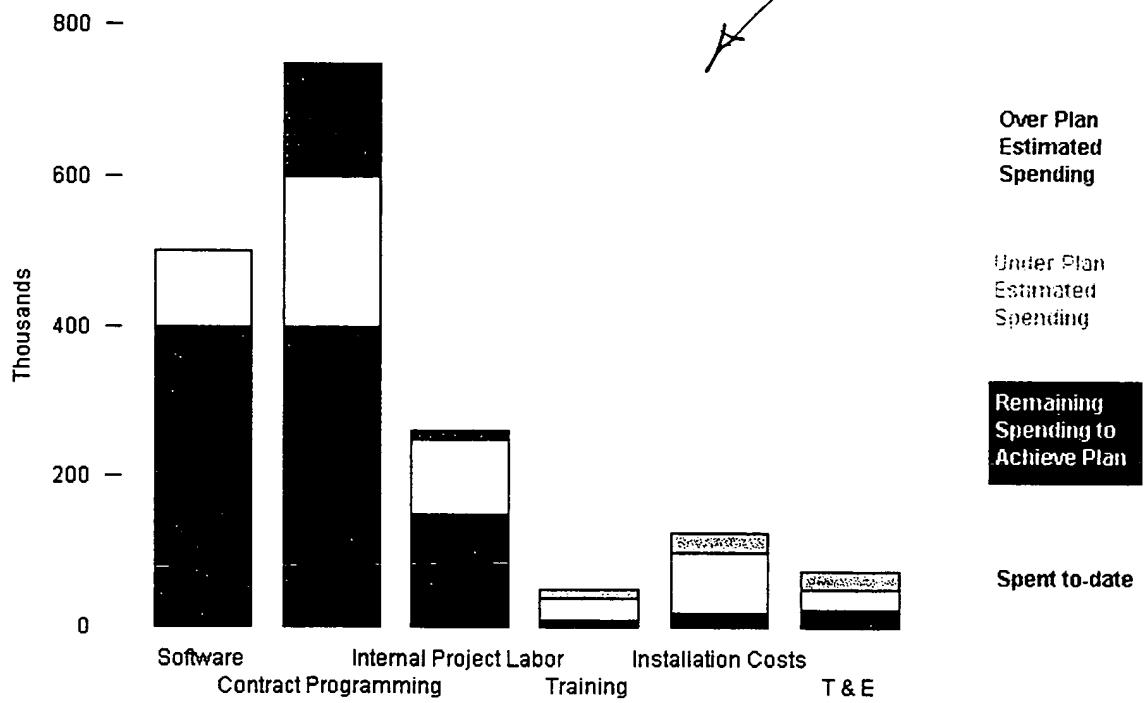
Project Title: Implement New Sales Force Software

Organization: ABC Corporation

Total Project Spending



Project Spending by Category



Category	Plan	Spent To-Date	Forecast	Variance	Last Forecast
Software	500,000	400,000	500,000	0	500,000
Contract Programming	600,000	400,000	750,000	150,000	750,000
Internal Project Labor	250,000	150,000	260,000	10,000	260,000
Training	50,000	10,000	40,000	-10,000	40,000
Installation Costs	125,000	20,000	100,000	-25,000	100,000
T & E	75,000	25,000	50,000	-25,000	50,000
Total	1,600,000	1,005,000	1,700,000	155,000	1,700,000

FIG. 20